

**CITY OF PLACENTIA
MEMBER OF THE CITY COUNCIL**

RUSSELL J. "RUSS" RICE

AGE: 53

OCCUPATION: Retired Police Chief

Over the past thirty years I have seen Placentia grow into the wonderfully diverse community it is today. However, I am deeply concerned about the current state of our city.

Placentia is crumbling under the burden of mounting debt. Roadways, park improvements, sewer repairs, and other necessary public works projects have been neglected. Important City programs, key staff positions, and traditional community events have been eliminated. Public funds have been diverted from their intended use and the People who are the City have largely been ignored.

I support responsible redevelopment and well-managed, but fully funded, capital improvement projects. Having served on the Board of the Chamber of Commerce, I understand the needs of our business community. I believe we can encourage new business without discouraging those who have already invested their time and treasure in Placentia.

I have thirty years of proven experience inside Placentia's government. I have exercised leadership in a dynamic environment and have practiced and studied effective management, earning undergraduate and graduate degrees in the process. I have pride in our past, confidence in our community, and a vision for a more stable and secure future. I would be honored to have your vote. 714-223-5979.